

ABSTRACT OF THE DISCLOSURE

A user transmits the designated information of Web page data desired to be browsed to a Web server through a network by using a user terminal. The Web server constitutes Web page data by advertisement data of a advertiser and contents data to transmit the Web page data to the user terminal, and records history information of banner advertisements. The user terminal which receives the Web page data extracts the banner advertisement data from the Web page data, and reads the banner advertisement by voice synthesis the moment a Web page is displayed. An information offerer who manages the Web server demands payment of an advertising charge from the advertiser on the basis of the history information of the banner advertisement.